

Group-wide Environmental Management

In order to help realize a sustainable society, the Casio Group is actively addressing climate change and protecting biodiversity.

Casio's environmental management

Since its founding, Casio has worked to create products that are ever more compact, slim, lightweight, and energy efficient. In Japan where natural resources are scarce, the question has always been how to produce products by conserving materials and energy in order to increase product value. Casio's craftsmanship is rooted in the approach of reducing environmental impact. In addition to making environmentally friendly products, Casio practices environmental management through initiatives to reduce its environmental impact in all corporate activities including production, sales, logistics, and materials procurement. The group has articulated the priority areas for its efforts in the Casio Environmental Declaration.

Casio Environmental Declaration

1. CO₂ reduction and absorption
2. Utilization of clean energy
3. Effective use of resources
4. Adoption of renewable energy in business activities
5. Protection of ecosystems



Medium and long-term environmental initiatives

The most important item in the Casio Environmental Declaration is the aim to reduce CO₂ emissions, an objective being actively pursued by the entire international community. To do its part as a manufacturer in this global effort, Casio has established specific medium and long-term numerical targets for CO₂ emissions reduction to be achieved by fiscal 2021 and 2051.

The sustainability of human society is premised on coexistence with all other organisms and the protection of biodiversity. Companies must therefore also strive to avoid harming ecosystems and encourage the survival of diverse life forms, as part of their corporate activities. Casio evaluates the impact of its activities on ecosystems, takes the steps needed to minimize that impact, and strives to ensure that this irreplaceable planet will be preserved for future generations.

Initiatives to reduce CO₂ emissions

Casio has set a long-term target of an 80% reduction in CO₂ emissions compared to fiscal 2006, by fiscal 2051, and a medium-term target of a 30% reduction compared to fiscal 2006, by fiscal 2021. The company has also challenged itself to become carbon neutral through carbon offsets, and by reducing CO₂ emissions through products such as electronic dictionaries and data projectors that facilitate paperless lifestyles.

Initiatives for biodiversity protection

On March 31, 2011, Casio established its Biodiversity Guidelines. Based on these, the company has begun evaluating the impact of its business activities on biodiversity, and is conducting a survey of its suppliers according to the revised content of the Green Procurement Standards. Casio is steadily pursuing initiatives to protect biodiversity.

Using Technology to Create Environmentally Friendly Products

Casio makes the most of its technical strengths to create products with minimal environmental impact. Whether solar-powered radio-controlled watches that operate on natural light alone, electronic dictionaries that save reams

of paper with each small device, or digital cameras that do not need film or developing chemicals, Casio products help people save resources and energy in their daily lives.



Establishing Casio Green Products and achieving targets

In order to promote the creation of environmentally friendly products, in fiscal 2002 Casio established its own system of Green Products that must meet or exceed certain standards, based on a preliminary evaluation of the product's environmental impact. In fiscal 2009, Casio achieved its target for the percent of Green Products in total sales, reaching 84%. In fiscal 2010 and 2011, Casio achieved this target again with levels above 80% both years.

Establishment of new Casio Green Star Products with an even higher target

In fiscal 2010, Casio established a new Green Star Product certification system for products that create a new trend that helps to build a more sustainable world. Among the regular Green Products, Green Star Products must meet one or more criteria when it comes to outstanding environmental features. Casio has set a fiscal 2013 target for percent of Green Star Products in total sales of 30%. Certified products display the Green Star Mark as evidence of their environmental performance.



Assessment criteria for each product

Green Product Assessment	Casio Green Star Product Assessment
Promotes recycling (labeling of materials contained)	Power consumption during use reduced by 20%
Designed for recycling	Solar batteries used and Eco Mark acquired (calculators)
Components of products can be separated, disassembled	Use of solar batteries (timepieces)
Improved recyclability	Comes with a 10-year battery (timepieces)
Reduced resource volume	Body volume reduced by 20% or more
Reduced resource weight	Weight reduced by 20% or more
Improved energy efficiency	Load ratio improved by 20% or more due to more compact packaging
Regulated use of chemical substances	Uses 30% or greater recycled plastic by weight
Recyclability of batteries	Uses 25% or greater bioplastics by weight
Recycling label on batteries	Contains no specific hazardous chemical substances (polyvinyl chloride)
Regulatory compliance	Improvement of 10% or more on an LCA environmental assessment
Components of packaging can be separated, disassembled	Improvement of 10% or more on product environmental efficiency
Regulated use of packaging materials	Has functions and services that make considerable contributions to environmental performance (excluding above criteria)
Preserves the natural environment	● When products meet the Green Product standards and also fulfill a criterion above.

● 90 points or more, out of a total 100 points possible

*Casio Green Star Product certification standards may vary for some products.
*These standards will be periodically revised to keep pace with environmental advances.

Green Star Product Example

Mercury-free data projector



XJ-M255



Environmental Features
 ● Mercury is not used in the light source.
 ● Energy consumption during use reduced by 21% (compared to Casio's XJ-568)
 ● Transport efficiency increased by 30% by downsizing the package (compared to Casio's XJ-568)
 ● Energy and material saving design, incorporated into Eco Mark acquired No. 1014008, 1014009

This mercury-free data projector features Casio's original Laser & LED Hybrid Light Source, instead of the usual mercury lamp. Without the use of toxic mercury, the projector offers high brightness and can project clear images even in a brightly lit room. This feature contributes greatly to its environmental performance, and also makes possible the 20% or more reduction in power consumption. These characteristics qualified it for certification as a Green Star Product.

Emergency measures to deal with power shortages after the Great East Japan Earthquake

In order to cope with the lower power supplies available after the Great East Japan Earthquake, the Casio Group has implemented emergency measures in order to reduce its electrical consumption in Japan. In order to save electricity during peak hours, employee days off changed from Saturday and Sunday to Wednesday and Sunday during the summer, while working hours have been adjusted at some manufacturing facilities. A portion of office lighting is turned off and air conditioner settings have been adjusted. Some elevators are shut down, and the period for Cool Biz summer business attire has been expanded. Going forward, the Casio Group will be engaged in other energy-saving activities, as well.

